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FROM THE AMERICAN PEOPLE

PHILIPPINES

POPULATION, HEALTH & NUTRITION

FRIENDLYCARE FOUNDATION, INC.

PROJECT OBJECTIVE

To promote high quality basic family health care, reproductive and family planning services to the middle income segment of the population.

PROJECT BACKGROUND

FriendlyCare is a private non-stock, non-profit organization established in April 1999 by business and government leaders to contribute to the attainment of government's population goals through the promotion of family planning and to fill a need for for-pay but affordable health services.

Consumer studies indicate a gap between the high quality but expensive private health facilities, and free but generally overcrowded government-run centers. These studies also reveal that of those who patronize government clinics, as much as 66% of clients are willing to pay for services and 40% come from higher income groups that could afford to pay for services. Thus **FriendlyCare** was set up to fill this middle-range niche in the health service market. This broad market was also going to be the base for promoting awareness of and rendering family planning services.

Visit our website:

www.usaid-ph.gov

keywords: affordable health services

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PRODUCTS AND SERVICES



FriendlyCare operates seven clinics – five in Metro Manila (Shaw, Masinag, Lagro, Cubao and Pasay), one in Cebu and one in Davao. They offer a wide range of consultation services, as well as laboratory and diagnostic procedures. In Shaw, Cebu and Davao, bilateral tubal ligation, vasectomy, and other minor surgical procedures are performed at their operating rooms.

In addition, teams of trained family planning counselors /obstetricians /surgeons determine clients with family planning needs whom they counsel and prescribe hormonal contraceptives or perform other contraceptive procedures. Community Relations Officers work with government and civic leaders to promote general health and family planning services in the community.

A sales force markets clinic services to corporate accounts directly and through health maintenance organization and insurance companies. In addition, it contributes to the family planning effort by convincing companies to install a family planning program in their workplace.

FriendlyCare is the leading private provider of voluntary surgical contraception (VSC) and offers surgical training to government and private doctors. Its surgical staff are duly accredited by the Department of Health as VSC trainors. It also offers training in counseling and contraceptive technology to midwives and corporate clinic staff.



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ACCOMPLISHMENTS (AS OF 2004)

➤ Acceptors	7,899
➤ FP Services Rendered	43,250
➤ Voluntary Surgical Contraception (VSC)	2,086
➤ Couple Years' Protection (CYP)	20,076
➤ VSC Doctors Trained	9
➤ Companies with Installed FP Programs	28
➤ No. of Employees in Installations	24,065
➤ Health Services Rendered	276,207
➤ Clients Served	152,466
➤ Active Corporate Accounts	160
➤ Accredited Health Maintenance Organizations (HMO)	14 out of 18 HMO's
➤ Accredited Health Insurance Companies	11